



UPEKSHA WIJERATHNE

Branding and Marketing Professional

MBA (Master of Business Administration) – University of West London

B.B.Mgt. in Marketing (Sp.) – University of Kelaniya



PROFILE

A well-organized visionary individual who is striving with an ultimate passion to serve her community, and organization, through top-notch Marketing, Branding, Social media, and Influencer Marketing practices. A Versatile personality who has hands-on experience across all touchpoints in Branding, Conventional and digital marketing.

Bringing in innovative Marketing concepts and branding methods while allowing individuals to grow and sustain in their work environment brings her tremendous job satisfaction. The biggest strength is being able to coordinate and lead all team resources whilst allowing fellow colleagues to improve their performance.



CONTACT



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[Upeksha Wijerathne](#)



English and Sinhala



EXPERIENCE & EXPOSURE

DICE Lanka (Pvt) Ltd., Sri Lanka – *Influencer Marketing Agency*

Senior Executive – Campaign Management (May 2021 to April 2022)

- Coordination and Management of Campaigns for Company Clients.
- Organize and oversee Influencer and Creator marketing campaigns, and promotional events and performances.
- Analyze the outcomes at the end of each Campaign and develop reports accordingly.
- Build relationships with the Content Creators and effectively carry out the requirements

NOLIMIT., Sri Lanka – *Fashion Retail*

Executive –Marketing (October 2016 to May 2021)

- Taking brand ownership of “HUF & DEE” and other NOLIMIT label brands and translating brand strategies into brand plans, brand positioning, and go-to-market strategies.
- Analyzing how our brands are positioned in the market and monitoring market trends, researching consumer markets and competitor activities to identify opportunities and key issues.
- Handling marketing and advertising activities to ensure consistency with product line strategy (social media and Magazines).
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities.
- Measure and report performance of all marketing campaigns and assess against goals (ROI and KPIs).
- Lead creative development and create motivating stimulus to get the targeted population to “take action” and establish performance specifications, cost and price parameters, market applications, and sales estimates.
- Brainstorm new and innovative growth strategies and align the company around the brand’s direction, choices, and tactics.

THEFACESHOP, Abstract Lanka (Pvt) Ltd., Sri Lanka – *Skin care and cosmetics*

Trainee Brand Manager (April 2016 to August 2016)- *Concluded my stay due to the organization being closed down.*

- Conceive and develop efficient and intuitive marketing strategies.
- Coordinating marketing and promotional campaigns for “THEFACESHOP” brand with Abstract Lanka.
- Identifying target audiences and devising campaigns that engage, inform and motivate while achieving targets.
- Researching consumer markets, monitoring market trends, and identifying potential areas in which to invest, based on consumer needs and spending habits.

Charles & Keith, Softlogic Brands (Pvt) Ltd., Sri Lanka – *Fashion Retail*

Assistant Store Manager (August 2015 to December 2015)- *Departed due to completion of Academic requirement.*

- Monitoring product distribution, consumer reactions, and handling of customer complaints.
- Coach the team and get the best from everyone.
- Stock management and personnel selling.



EDUCATIONAL QUALIFICATIONS

ACADEMIC QUALIFICATIONS

- MBA (Master of Business Administration) – University of West London (June 2021)
- B.B.Mgt. (Bachelor of Business Management) in Marketing (Sp.) – University of Kelaniya (Jan 2016)
 - *Second Class (Upper) Divisional Honours*
- General Certificate of Education Advanced Level (G.C.E. A/L) (2010) - 3As
 - School Attended- St. Bridget’s Convent, Colombo 7
- General Certificate of Education Ordinary Level (G.C.E. O/L) in English Medium (2007) - 5As, 4Bs and 1C
 - School Attended- St. Bridget’s Convent, Colombo 7

PROFESSIONAL QUALIFICATIONS

- Chartered Institute of Management Accounting (CIMA UK) - Passed Finalist (September 2015)
- Certificate of Intermediate Accounting (AAT SL) (January 2010)



KEY SKILLS AND COMPETENCIES

- Effective Communication
- Attention to Detail
- Problem Solving and Decision Making
- Intercultural Sensitivity and Language Skills
- Content Marketing
- Influencing and Persuasive
- Design based thinking and planning
- Creative copy writing



ACHIEVEMENTS

- Most Outstanding Rotaract Secretary of the Year 2012/13 - Rotaract International District 3220
- Spirit of Service Award 2012/13 - Rotaract International District 3220
- Award of Excellence for Best Results - School Annual Prize Giving (2012/13)
- Award of Excellence for General Proficiency (Commerce Stream) - Grade 12/13 - School Annual Prize Giving (2009)



EXTRA CURRICULAR ACTIVITIES

- Secretary - Rotaract Club of University of Kelaniya (Rotary International District 3220 – Sri Lanka & Maldives) 2012/13
- Member - Rotaract Club of Cinnamon Gardens Rotaract District (2014 – To present)
 - Participant at the Rotary Youth Leadership Awards (RYLA) – (2012/13)
- Participant at the President and Secretary Elect Training seminar 2013/14.



PERSONAL INFORMATION

- Gender - Female
- Civil Status - Single
- Date of Birth - 12th September 1991
- Nationality - Sri Lankan
- Visa - Visit visa (*valid till 17th Aug,22*)